



## Site Usage


 **13,382** Visits

 **27.90%** Bounce Rate

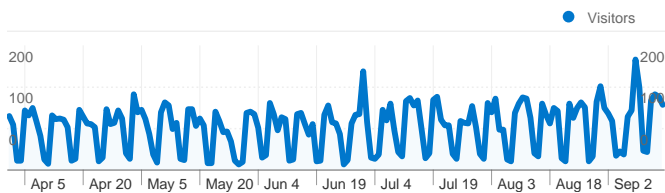
 **44,645** Pageviews

 **00:03:17** Avg. Time on Site

 **3.34** Pages/Visit

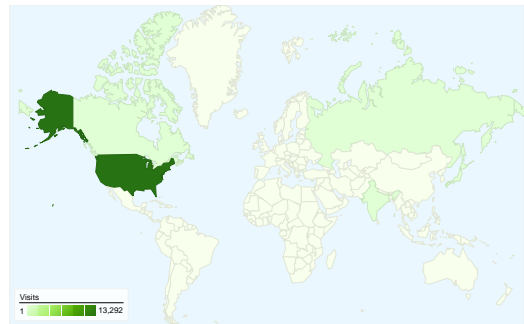
 **52.59%** % New Visits

## Visitors Overview

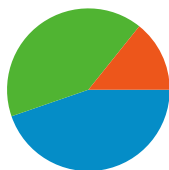


**Visitors**  
**7,676**

## Map Overlay



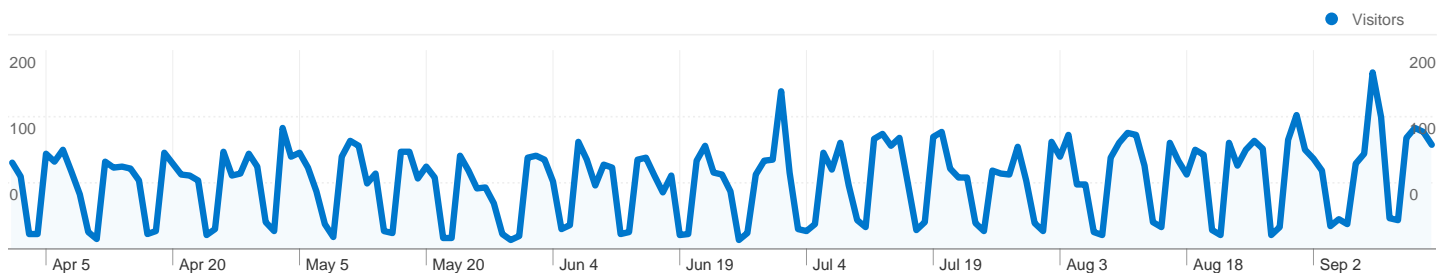
## Traffic Sources Overview




- **Direct Traffic**  
5,983.00 (44.71%)
- **Search Engines**  
5,493.00 (41.05%)
- **Referring Sites**  
1,906.00 (14.24%)

## Content Overview

Pages	Pageviews	% Pageviews
/	6,985	15.65%
/Default.asp	6,546	14.66%
/download_forms.asp	6,392	14.32%
/premiums.asp	5,387	12.07%
/summary.asp	4,850	10.86%




**7,676 people visited this site**


 **13,382 Visits**


 **7,676 Absolute Unique Visitors**

 **44,645 Pageviews**

 **3.34 Average Pageviews**

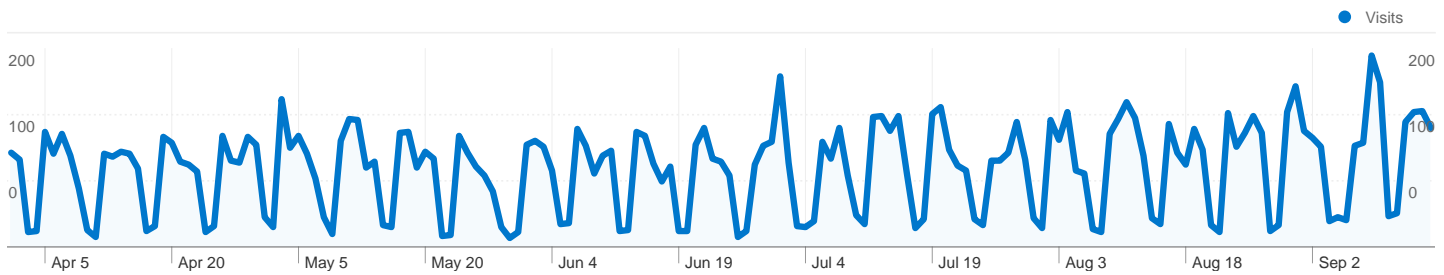
 **00:03:17 Time on Site**

 **27.90% Bounce Rate**

 **52.59% New Visits**

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	11,057	82.63%	DSL	4,123	30.81%
Firefox	1,571	11.74%	Cable	3,933	29.39%
Safari	434	3.24%	Unknown	3,433	25.65%
Chrome	282	2.11%	T1	1,354	10.12%
Mozilla	17	0.13%	Dialup	453	3.39%



All traffic sources sent a total of 13,382 visits



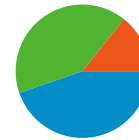
44.71% Direct Traffic



14.24% Referring Sites



41.05% Search Engines



■ Direct Traffic

5,983.00 (44.71%)

■ Search Engines

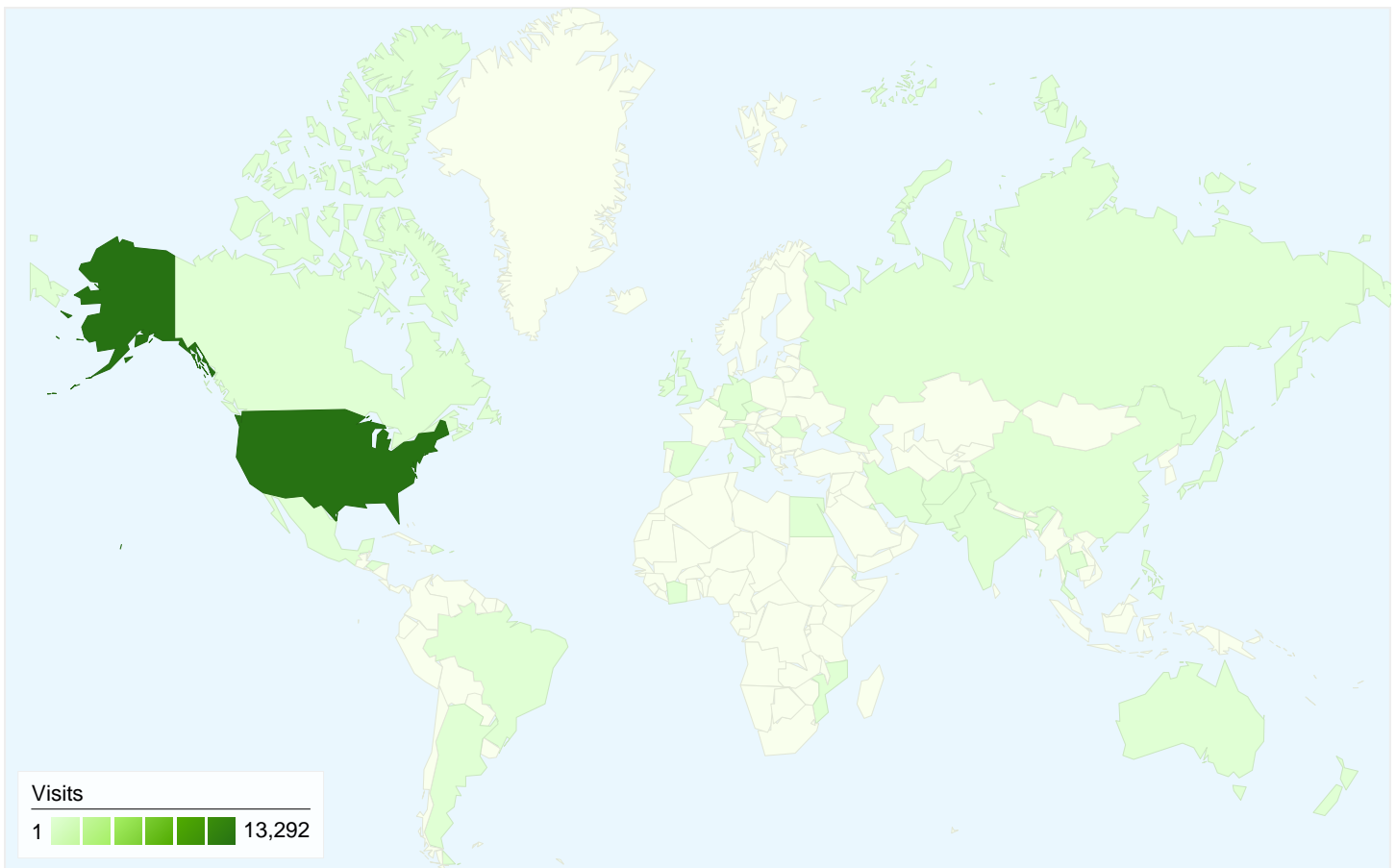
5,493.00 (41.05%)

■ Referring Sites

1,906.00 (14.24%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	5,983	44.71%	hipiowa	1,403	25.54%
google (organic)	3,948	29.50%	hip iowa	1,303	23.72%
bing (organic)	913	6.82%	hipiowa.com	282	5.13%
finder.healthcare.gov (referral)	472	3.53%	www.hipiowa.com	263	4.79%
yahoo (organic)	460	3.44%	hip iowa insurance	193	3.51%

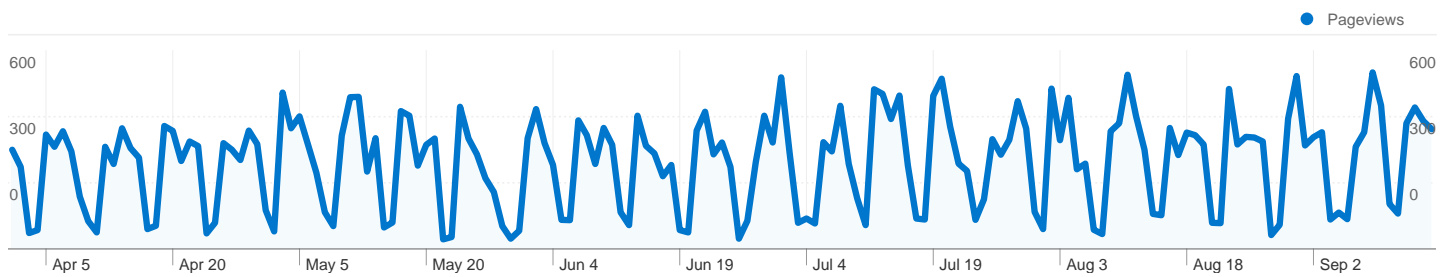


## 13,382 visits came from 33 countries/territories

### Site Usage

Visits <b>13,382</b> % of Site Total: 100.00%	Pages/Visit <b>3.34</b> Site Avg: 3.34 (0.00%)	Avg. Time on Site <b>00:03:17</b> Site Avg: 00:03:17 (0.00%)	% New Visits <b>52.62%</b> Site Avg: 52.59% (0.04%)	Bounce Rate <b>27.90%</b> Site Avg: 27.90% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	<b>13,292</b>	3.34	00:03:18	52.43%	27.66%
Canada	<b>9</b>	2.11	00:00:50	100.00%	66.67%
India	<b>9</b>	1.33	00:01:01	100.00%	66.67%
Japan	<b>8</b>	2.50	00:01:55	50.00%	50.00%
Russia	<b>6</b>	1.00	00:00:00	100.00%	100.00%
Mexico	<b>6</b>	2.50	00:01:44	33.33%	33.33%
Ireland	<b>5</b>	1.00	00:00:00	100.00%	100.00%
Italy	<b>4</b>	4.50	00:02:25	50.00%	50.00%
Thailand	<b>4</b>	2.75	00:07:08	50.00%	25.00%

Kuwait	4	5.00	00:08:05	50.00%	25.00%
1 - 10 of 33					



Pages on this site were viewed a total of 44,645 times

 44,645 Pageviews

 31,433 Unique Views

 27.90% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/	6,985	15.65%
/Default.asp	6,546	14.66%
/download_forms.asp	6,392	14.32%
/premiums.asp	5,387	12.07%
/summary.asp	4,850	10.86%